TOURISM PERSONNEL DIRECTORY

External Affairs and International Trade Canada

Canada

92-04621/

TOURISM: A MULTI-BILLION DOLLAR BUSINESS

Tourism is big business in Canada. In fact, it is a $25 billion industry which stimulates economic growth, prosperity and cultural development in all provinces. The industry comprises over 60,000 firms offering a wide range of services from transportation and accommodation to recreation and entertainment. In 1990, foreign visitors spent more than $7.4 billion while vacationing in Canada and, in the process, helped provide direct employment for nearly 622,000 Canadians.

Tourism is Canada's fourth largest export. External Affairs and International Trade Canada (EAITC) has responsibility for delivery of the tourism program abroad through its staff at Canadian Embassies and Consulates. Industry, Science and Technology (ISTC) - Tourism Canada establishes policy, provides direction and shares in the funding for the delivery of the federal tourism program. Other government departments, provinces, territories and municipalities are also partners in marketing Canada's tourism products and services in support of Canadian industry.

While all Canadian commercial offices abroad can assist firms in the tourism sector, 25 posts staffed with tourism-dedicated personnel initiate local promotional activities. Fifteen of these posts are located in the United States and four major offshore offices are located in Paris, London, Dusseldorf and Tokyo. The Canadian tourism industry can also draw on expertise at the Canadian Embassies in the Hague, Mexico and Seoul, plus the Canadian Commission in Hong Kong, the Consulate General in Sydney and the Canadian Trade Office in Taipei (Taiwan). EAITC employs a total of 62 officers and over 35 support personnel in its tourism operations abroad.

In EAITC Ottawa, coordination of the International Tourism Program is done through the U.S. Trade and Tourism Development Division (UTO) in close consultation with other geographic bureaus. UTO is the department's prime coordination link with Tourism Canada, provincial and territorial governments, municipal and regional administrations and the Canadian industry.

The promotion of Canadian tourism by EAITC & staff abroad includes:

- developing and implementing tourism market development plans;
- providing the Canadian tourism industry with market data such as reports on opportunities, business conditions and structures, local business customs and distribution channels;
- facilitating market access for the Canadian tourism industry; (such as assisting in identifying sales potential or arranging participation in a travel show)
- organizing and implementing cooperative tourism marketplaces and promotions that bring together sellers from Canada's tourism industry with potential local buyers and distributors;
- identifying and qualifying leads for business meetings in Canada from the conventions and incentive travel industry; and
- disseminating information about new tourism product and industry developments through newsletters and mailings.

When contacting a tourism officer abroad, Canadian companies seeking marketing assistance should be prepared to fully describe their product or service, to explain the reasons for targeting a particular market segment and to provide a list of any marketing support such as familiarization tours, audio/visuals or display material they are willing to offer.

Canadian sellers can assist the department's tourism officers abroad in effectively marketing their product by providing the following information:

- the location of their facility or service and the time of operation
- the type of client sought (groups, inclusive tours, incentive, convention...)
- any support offered such as familiarization tours, audio/visuals, display material
- the markets in which the firm is presently active
- contacts and clients known from the area targeted

EXPORT DEVELOPMENT PROGRAMS OFFERED TO CANADIAN COMPANIES BY EAITC

Since 1990, the Canadian tourism industry can participate in export development programs to develop their sales opportunities in the United States and Overseas. Two of those programs are directed to the United States (NEBS - EDM) and one of the Western Europe countries (NEXOS).

NEBS

The New Exporters to Border States (NEBS) program is designed to be an educational activity and provide businesses that have not previously been exporters to the U.S. market with initial information on how to develop markets and sales in the United States.

NEBS programs consist of one or two-day seminars conducted by the staff at Canadian Consulates in the border states. Participants gain an understanding of all facets of shipping to and operating within the United States as well as customs procedures and regulations. NEBS mission are funded by EAITC and organized by Tourism offices abroad with the cooperation of provincial governments and the regional offices of Industry, Science and Technology Canada.

Markets of interest to NEBS programs include those covered by EAITC's Tourism Section personnel at Canadian Consulates in Seattle, Chicago, Minneapolis, Detroit, Buffalo, Boston, New York and Cleveland (incl. Cincinnati and Pittsburgh).

EDM

The Export Development Mission (EDM) program to the U.S. is a complementary program to NEBS, aimed at small to medium sized companies which have already demonstrated some success in their export efforts to border states. It is designed to assist these companies expand their export markets beyond nearby states.

EDMS differs from the NEBS program in that its primary focus is on developing an understanding of the market opportunities available for participants and the best means of gaining access to those new markets. EDM program missions, often coinciding with a visit to a trade show, are organized by Canadian Consulate tourism staff in response to emerging trends in the areas for which they are responsible.

The primary market area targeted by EDM includes regions covered by Tourism Section personnel at the Canadian Embassy in Washington D.C., at Canadian Consulates located in San Francisco, Los Angeles, Dallas and Atlanta.

NEXOS

The New Exporters to Overseas program (NEXOS) is aimed at the small and medium sized companies from every region of the country which have traded traditionally usually just with the U.S. as a logical extension of their Canadian operations. NEXOS is designed to lead these companies into expanding their activities overseas in Western Europe.

As Western Europe represents a completely new market direction for these companies, the program will emphasize strongly on areas such as customs procedures, market access, shipping, etc. The posts will outline the market characteristics for the sector in question and work with the companies to develop a program to gain distribution and sales exposure for the companies.

EMERGING AND SECONDARY MARKET OPPORTUNITIES

The government is paying more attention to emerging markets through a new program entitled "Emerging and Secondary Market Opportunities". The main purpose of the program is to take advantage of tourism marketing opportunities where the federal government can likely make a positive and immediate impact in generating increased revenues for Canada. Emerging markets are defined as markets of demonstrated potential for increased revenue generation from high yield pleasure travel and meetings, conventions and incentive travel to Canada. The program is extended to a number of countries in Western Europe, Asia and Pacific regions that meet certain criteria.

EAITC TOURISM COORDINATION UNIT

To obtain market profiles, list of consumer and travel trade events in post territories abroad or a summary of the tourism program strategy in the U.S. and any other general information on the implementation of the tourism program abroad, you are invited to contact:

U.S. Trade and Tourism Development Division (UTO)
Lester B. Pearson Building
125 Sussex Drive
Ottawa, K1A 0G2
Telephone (613) 993-7344
Fax (613) 990-9119
Telex 053-3745

EAITC OFFICIALS & TOURISM PERSONNEL

U. S. POSTS

ATLANTA

Canadian Consulate General
400 South Tower, 1 CNN Center
Atlanta, GA 30303-2705
Tel: (404) 577-6810
Tlx: 54-3197 (DOMCAN ATL)
Fax: (404) 524-5046

Mr. James A. Elliott
Consul General

Mr. Doug I. Ditto
Deputy Consul General and
Senior Trade Commissioner

Mr. Nigel Godfrey
Consul and Trade Commissioner

Tourism Division

Mr. Sam Paglioni
Senior Commercial Officer

Ms. Barbara Bach
Commercial Officer

Ms. Mary Louise Goodie
Commercial Officer

Territory: Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee,Puerto Rico and U. S. Virgin Islands.

BOSTON

Canadian Consulate General
Three Copley Place, Suite 400
Boston, MA 02116
Tel: (617) 536-1731
Tlx: 94-0625 (DOMCAN BSN)
Fax: (617) 262-3415

The Hon. Tom M. McMillan
Consul General

Mr. Terry Colfer
Deputy Consul General and
Senior Trade Commissioner

Tourism Section

Mr. Ralph Johansen
Senior Commercial Officer

Ms. Cande Treadway
Commercial Officer

Ms. Janet Aiton
Commercial Officer

Territory: Maine, Massachusetts, New Hampshire, Vermont, Rhode Island, and St. Pierre-et-Miquelon.

BUFFALO

Canadian Consulate
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Tlx: 620-14371 (DOMCAN BUF)
Fax: (716) 852-4340
Mr. George H. Musgrove
Head of Post & Consul

Mr. Carl A. Rockburne
Consul & Trade Commissioner

Tourism Division

Ms. Lynn Niederlander
Commercial Officer

Territory: Western, Central & Upstate New York.

CHICAGO

Canadian Consulate General
2 Prudential Plaza
180 North Stetson Ave., Suite 2400
Chicago, IL 60601
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Tlx: 6161947 (DOMCAN CGO)
Fax: (312) 616-1877

Mr. George D. Valentine
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Tourism Section

Mr. Bas Bouma
Senior Commercial Officer

Mr. Larry Kogut
Commercial Officer

Mr. Ross Ament
Commercial Officer

Ms Marilyn O'Connor
Commercial Officer

Territory: Illinois, Missouri, Wisconsin, The Quad City region of Iowa.

CLEVELAND

Canadian Consulate
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Cleveland, OH 44113
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Tlx: 00985364 (DOMCAN CLV)
Fax: (216) 771-1688

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Consul & Senior Trade Commissioner

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Tourism Section

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Canadian Government Trade Office
One Gateway Center
9th floor, South Wing
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Territory: Kentucky, Ohio, W. Virginia, Western Pennsylvania.

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Canadian Consulate General
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Dallas, TX 75201
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Tlx: 00732637 (DOMCAN DAL)
Fax: (214) 922-9815

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Tourism Section

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Ms. Phyllis Tackitt
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Ms. Sally Ellis
Commercial Officer

Territory: Arkansas, Kansas (Except counties of Wyandotte, Johnson & Douglas), Louisiana, New Mexico, Oklahoma & Texas.

DETROIT

Canadian Consulate General
600 Renaissance Center, Suite 1100
Detroit, MI 48243-1704
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Tlx: 23-0715 (DOMCAN DET)
Fax: (313) 567-2164

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Tourism Section

Mr. Marty Rice
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Ms. Ann Cascadden
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Ms. Heather Phelps
Commercial Officer

Territory: Indiana, Michigan and City of Toledo.

LOS ANGELES

Canadian Consulate General
300 S. Grand Ave., Suite 1000
Los Angeles, CA 90071
Tel: (213) 687-7432
Tlx: 674-657 (DOMCAN LSA)
Fax: (213) 620-8827

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Tourism Section

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Commercial Officer

Ms. Monica Campbell-Hoppe
Commercial Officer

Mr. Michael Ziretsky
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Territory: Arizona, California (10 Southern Counties) and Clark County in Nevada.

MINNEAPOLIS

Canadian Consulate General
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Tlx: 29-0229 (DOMCAN MPS)
Fax: (612) 332-4061

Mr. Brian Buckley
Consul General

Mr. James E. Graham
Consul & Senior Trade Commissioner

Tourism Section

Mr. Bruce Verner
Consul & Trade Commissioner

Mr. Ernie Konstas
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Territory: Minnesota, Iowa, Nebraska, North Dakota South Dakota, Montana

NEW YORK

Canadian Consulate General
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Commercial Officer

Ms. Lois Gerber
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Mr. Barry Goold
Commercial Officer

Vacant
Commercial Officer

Territory: Southern New York State, Connecticut, New Jersey and Bermuda.

SAN FRANCISCO

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Easylink 62014485
Fax: (415) 541-7708

Mr. Percy T. Eastham
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Mr. David McNamara
Consul & Senior Trade Commissioner

Tourism Section

Mr. Al Lyons
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Mr. Jim Norwood
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Territory: California (except the 10 Southern Counties), Colorado, Hawaii, Nevada (except Clark County), Utah and Wyoming.

SEATTLE

Canadian Consulate General
412 Plaza 600, Sixth & Stewart
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Tel: (206) 443-1777
Tlx: 032-8762 (DOMCAN SEA)
Fax: (206) 443-1782 (Ext. 207)

Mr. Roger A. Bull
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Tourism Section

Mr. Robert (Bob) Brown
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Commercial Officer

Ms. Jill Seidel
Commercial Officer

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Commercial Officer

Territory: Alaska, Idaho, Oregon and Washington

WASHINGTON, D.C.

Canadian Embassy
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Fax: (202) 682-7721

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Ms. Christelle Naumann
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Territory: District of Columbia, Maryland, Virginia, Delaware and Eastern Pennsylvania.

OVERSEAS POSTS

DUSSELDORF

Canadian Consulate General
Immermannstrasse 65D,
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Tel: (49-211) 353471 - Trade line
Tlx: 8587144 (CANA D)
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Consul General

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Mrs. Jill White
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Mr. Jason Kee
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Territory: United Kingdom, Ireland

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Colonia Polanco
11580 Mexico DF
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Tokyo 107, Japan
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Territory: Japan

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Territory: South Korea

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